

### Abstract of the Disclosure

A flocked transfer is produced by applying a release agent to a release sheet, and then applying the flocking to a release agent. Unlike the traditional method, a binder and thermoplastic hot melt film is applied to the back of the flock. The transfer, which is essentially release sheet, is then applied to a substrate, such as item of clothing, a rubber pad, etc., by positioning a sheet of thermoplastic hot melt film on the substrate; placing the transfer on the hot melt with the flock in contact with the hot melt film; and applying heat and pressure. The heat melts the thermoplastic hot melt film to bind the flock to the substrate and binds the flocking together. This method reduces the cost involved in producing flocked articles, especially for articles produced on a continuous basis.